

# Village of Sleepy Hollow

## Application for DRI Round 6 & NY Forward Round 1

Downtown Name: Sleepy Hollow Inner Village  
REDC Region: Mid-Hudson  
County: Westchester

### Applicant Contact Information:

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## **GEOGRAPHIC AREA & JUSTIFICATION**

### ***Geographic Area***

Sleepy Hollow's DRI / NY Forward Focus Area boundaries (the "Focus Area") run from the intersection of Beekman Avenue and Broadway, west down Beekman (including parcels on both sides of the street) until it turns south down River Street, turning east at the southern boarder of the Village, north at Valley Street (including parcels on both sides of the street), continuing straight from Valley to Chestnut Street until Broadway, and running north along Broadway (including parcels on both sides of the street) to conclude back at the intersection with Beekman.

The area overlays the original inner village of Sleepy Hollow—an area comprising the Village's mixed-use "Central Commercial" district; a density of desired bicycle lane intersections, the Westchester Bee Line Bus route, and close proximity to two Metro North train stops, including one express stop at Tarrytown; numerous "hubs of activity," as identified by the Village's comprehensive plan, including jobs, transportation, tourism, and education hubs; multiple public parking lots; a majority of the Village's intersections and corridors identified as challenging; two of the Village's four commercial corridors; close proximity to a large portion of the Village's parks, open spaces, and recreational trails; comparatively few of the Village's steep slopes; inclusive of or within walking distance of twenty one out of twenty three of the Village's significant community assets; portions of the Village identified in the comprehensive plan as containing the majority of the Village's senior housing and section 8 housing; and that is predominantly zoned for mixed-use, multi-family residential, commercial, and public/institutional uses.

### **SLEEPY HOLLOW D.R.I. BOUNDARY MAP**

#### **Legend**

- D.R.I. Area
- Sleepy Hollow Village



### ***Justification***

Fifty years after urban renewal efforts removed the Village of Sleepy Hollow's main commercial corridor and twenty years after the shuttering of the General Motors plant—the largest local employer with 12,000 workers at its height—Sleepy Hollow has positioned itself to reemerge as a

hub of economic activity, history, recreation, diversity, mobility, and culture serving its own citizens, residents of adjacent communities, and its many tourists from near and far.

Settled in 1664 as a Dutch shipping post, the Village that is known for its literary fame and defined by its General Motors site was developed long before the automobile and is finally returning to its historical roots: capitalizing on its dense network of winding streets and the new connection of its inner village to the waterfront and two nearby train stations. While Sleepy Hollow is on the brink of catalytic change, thanks to years of work and investment from both the public and private sectors, its downtown is in need of assistance. The Village is almost completely developed and is in the process of redevelopment. Its downtown has many underutilized parcels and needs infrastructure upgrades and additions to turn recent investments into lasting economic growth, to connect its poorest neighborhoods to employment and other resources, and to revitalize its downtown through placemaking initiatives that create a vibrant public realm.

Sleepy Hollow has strategic advantages that make it an attractive community for long-time residents as well as newcomers and visitors. As in any community, the Village also has some challenges to address for its Focus Area to thrive:

- The Village has a compact, walkable, mixed-use downtown area, but needs more and upgraded connections, especially for pedestrians and cyclists, from the downtown to residential neighborhoods, transit, jobs, schools, parks, open spaces, and other assets.
- The Village has the potential to create a thriving downtown with an attractive main street scale and historic buildings; however, storefront vacancies and limited diversity in types of businesses have held it back from providing all of the resources desired by local residents.
- The community is socioeconomically diverse and benefits from the many cultures that contribute to the Village's character; however, that diversity brings some challenges, including housing affordability, economic mobility, and inclusion of the Spanish-speaking population in Village decision-making.
- Sleepy Hollow owns strategic properties and has an opportunity to leverage private investment and public funding sources.

Sleepy Hollow has incredible potential to capitalize on its natural resources, anchor institutions, and rich cultural heritage and diversity to face these challenges and opportunities. In recent years the Village has earned confidence from major institutions considering reinvestment, including Northwell Health, which recently invested \$400 million in improvements to its Phelps Hospital site; Regeneron, which started in the Village with a \$200,000 State grant and reinvested over \$770 million in the area, purchasing the former IBM site and Union Carbide buildings; and Open Door Family Medical Centers, which purchased three additional properties and relocated their main clinic to a larger site still within the Village. The Village is also attracting new growth, with private developers investing over \$200 million in the Edge-on-Hudson project ("The Edge") on the Village's former General Motors site (which will include 1,177 residential units, 135,000 square feet of retail, 35,000 square feet of office, a 140-room hotel, 13 acres of waterfront open space, and almost 600 permanent jobs) contiguous to the State of New York's \$5 billion investment in the new Gov. Mario M. Cuomo Bridge, along with vehicular and pedestrian amenities, additional bus transit, and a bicycle planning study completed for the Route 9 corridor that runs directly through the Village, making it more accessible. The Village is also maintaining affordability with projects such as Marathon Development Group's recent \$10.2 million investment to renovate College Arms—a residential apartment building that is home to 164 low- and moderate-income families in the heart of the Focus Area. Historic Hudson Valley, through the assistance of the Village, will be expanding its parking capacity for its Phillipsburg Manor site to increase tourism, and nearby Lyndhurst is investing \$1 million in a landscape restoration project that is projected to double its visitorship over the next few years.



Downtown Sleepy Hollow contains significant economic and ethnic diversity (Census data reports a 52.2% Hispanic population and a 41.4% foreign-born population) and a mix of uses at the density characteristic of pre-automobile communities—but the downtown is quickly expanding, with The Edge slated to increase the Village's population by 25%. Redevelopment of the former GM site also includes the Village's ambitious Sleepy Hollow Common project—the 28-acre centerpiece of a placemaking and revitalization strategy where the Village will create a meaningful civic space in a highly distressed area of the community, with over 21.3% of the population living below the poverty line. The project's vehicular and pedestrian linkages will foster accessible job centers, connecting the inner village to The Edge's new waterfront mixed-use district with employment opportunities, and making the Village's downtown accessible to 3,000 new waterfront residents, leveraging enormous private sector investment to foster economic growth. The Common was selected by the MHREDC as a Priority Project during the past three rounds of the CFA and has been awarded over \$6 million in grant funds from multiple State sources.

These new investments and existing resources in and around the Focus Area have the potential to generate a transformational level of economic activity for the Village of Sleepy Hollow, its surrounding communities, and the Mid-Hudson Region—and our community is determined not to let this opportunity pass. Sleepy Hollow's elected leaders are united, determined, and supported by the public. As this grant application will show, the Village has already embarked on ambitious planning and economic development efforts to attract and retain residents, businesses, and tourists, create jobs, infuse the economy with new capital, preserve ethnic diversity, protect diverse housing opportunity, enhance quality of life, increase mobility, and restore our once-vibrant inner-village. Obtaining DRI or NY Forward funding to harness the opportunity from the anticipated influx of over 3,000 residents and bolster the success of recent public and private sector investment is critical to Sleepy Hollow's preparation, transformation, and preservation.

The Village's existing and forthcoming population, development pattern, compact size, access to transit, and opportunities for strategic investment create a Focus Area ripe for revitalization. Sleepy Hollow is at a pivotal moment in its history, with substantial changes coming at both a regional and local level that will dramatically affect the Village's fiscal health and have the potential to attract new businesses, residents, and overall activity. The greatest challenge facing the Village will be to influence these changes to align with its vision and values, to create positive results for both current and future residents, merchants, and other stakeholders. To do this, the Village embarked on—and recently adopted—an update of its Comprehensive Plan and Local Waterfront Revitalization Plan. These plans and the processes involved in creating them have provided a vision and foundation for cooperation upon which a strategic planning process will build.

Residents, businesses, cultural heritage groups, public health organizations, and Village officials are collaborating and investing in Sleepy Hollow as a place worthy of its legendary name. We have already taken steps to position our Village to best capitalize on a DRI or NY Forward award, should we be selected. Most importantly, Sleepy Hollow has the vision, unity, commitment, skills, and capacity to implement and support ongoing success.

The Village's Focus Area has abundant future potential for investment to serve as a catalyst for revitalization. The DRI / NY Forward vision and list of transformative opportunities have been explicitly supported by Westchester County; embody the LIVE, WORK, and PLAY priorities of the Mid-Hudson REDC; and further the State's 2022 Regional Council priorities. The Focus Area vision offers a placemaking and revitalization opportunity for one of the region's most historic, waterfront urban centers, fostering smart growth, transit oriented development, downtown revitalization, and

infrastructure improvements, and positioning the Village and environs as a premier tourist destination based on its scenic beauty, rich history, and recreational assets. Containing significant ethnic and economic diversity, a mix of uses at the density characteristic of pre-automobile communities, a former industrial site planned for redevelopment, recreational opportunities, historic sites, a commercial core, and access to transit, the rebirth of Sleepy Hollow's inner village (the Focus Area) will contribute to regional prosperity and achieve the State's Regional Council priorities by furthering economic and environmental justice, catalyzing downtown revitalization, and fostering placemaking: the notion that where investment occurs matters.

### **VISION STATEMENT**

Sleepy Hollow has historical significance, a contemporary vision, an urban fabric, a diverse population, and leadership that is committed, consistent, and capable. To successfully seize the opportunity offered by enormous private investment being made in the Village and prepare for the influx of over 3,000 residents, public action is needed—action that generates a sustained and widespread private market reaction that builds the local economy and improves quality of life, making our downtown more attractive and convenient; balancing the public realm; and reclaiming spaces for people. Such actions take smart planning, technical assistance, and public capital. With a DRI or NY Forward investment from New York State, Sleepy Hollow will create, enhance, and capitalize on its many assets (*described in the Justification above*) to ensure this profound and lasting change, enabling the Village once again to flourish as a regionally significant, vibrant, mixed-use, urban village with a strong sense of place—creating ongoing value for the Mid-Hudson region.

### **PAST INVESTMENT & FUTURE POTENTIAL**

Sleepy Hollow is on the rise—having benefited from substantial public and private investment and significant planning laying the groundwork for transformation.

#### **- Nearby investments planned or undertaken through the REDC or with other public or private funding:**

GOV. MARIO M. CUOMO BRIDGE & OTHER TRANSPORTATION: The State of New York's \$5 billion investment in the Gov. Mario M. Cuomo Bridge, along with vehicular and pedestrian amenities, additional bus transit, and a bicycle planning study completed for the Route 9 corridor that runs directly through the Village, making it more accessible.

PHILIPSBURG MANOR BRIDGE & WHARF RESTORATION: Historic Hudson Valley (HHV), in partnership with the Village, is completing a multi-million dollar restoration project on its historic Philipsburg Manor site, adjacent to the Focus Area boundary. The project was funded in part with State grant dollars.

HORSEMAN'S TRAIL: The Village was recently awarded State grant funds toward this \$575,000 project and has been making tremendous progress on the project. Building on the transformative Sleepy Hollow Common Project and extending north beyond its boundaries, the Horseman's Trail & Pocantico River Buffer Improvements project, when completed, will restore and enhance the Southern shoreline of the Pocantico River. The project will enhance water quality; increase resilience to storms, flooding, and sea level rise; increase ecological connectivity, wildlife conservation, and wildlife-dependent recreation, enjoyment of nature, and educational interpretation; improve public access and better connect the community to the Pocantico through recreational opportunities; and increase access for people of all abilities.

DEVRIES PARK INVASIVE SPECIES RAPID RESPONSE: The Village was also recently awarded a DEC grant for a \$46,000 invasive species removal effort as a component of the Horseman's Trail project.

ROUTE 9 STREETSCAPE: Under a Transportation Enhancement Program grant from DOT, the Village completed a \$1,000,000 project to replace all of the sidewalks along Route 9 in the subject area. The project also included new lighting, benches, signage and handicap accessible intersections.

BEEKMAN AVENUE SIDEWALKS AND DECORATIVE LIGHTING: The Village has just completed a \$600,000 State grant-funded project to replace all of the streetlights and sidewalks along Beekman Avenue, the Village's central corridor leading from Route 9 to the waterfront.

CORTLAND STREETScape: The Village has been implementing a \$250,000 CDBG grant to improve the streetscape on Cortland Street, which is within the Focus Area, and is investing another \$500,000 of its own money to complete the project.

STATUE ISLAND: The Village received grants to beautify the Horseman Statue Island—a popular tourist area—and to improve pedestrian access. The \$300,000 project is underway and is only several blocks from the Focus Area.

RIVERSIDE DRIVE RIVERWALK: Under this \$400,000 project, a decorative walk was recently constructed that connects to the Riverwalk and Train Station, which all will benefit the Focus Area.

PARK IMPROVEMENTS: The Village received funding for three parks in the subject area. Work under this \$600,000 project included a new playground, a new comfort station and replacement of a turf field, as well as additional park improvements.

PUBLIC PLAZA: Where Cortland meets Beekman in the Focus Area, the Village has cut off the left fork of a triangle and traffic island to create a public gathering space, using large planting barriers, picnic tables, and string lights. The project was a temporary parklet, but was so successful that the Village made it permanent using a \$250,000 grant from NYS Assemblyman Abinanti.

**- The growth potential and community involvement of anchor institutions in or near the downtown:**

Two of the Village's largest employers and most important educational assets—Sleepy Hollow High School and W. L. Morse School—are located within and immediately adjacent to the Focus Area boundary. As mentioned above, in recent years the Village has earned confidence from major institutions considering reinvestment, including Northwell Health, which recently invested \$400 million in improvements to its Phelps Hospital site; Regeneron, which started in the Village with a \$200,000 State grant under Gov. Mario Cuomo and more recently reinvested over \$770 million in the area, purchasing the former IBM site and Union Carbide buildings; and Open Door Family Medical Centers, which purchased three additional properties and relocated their main clinic to a larger site still within the Village. Sleepy Hollow is also attracting new growth, with private developers investing over \$200 million in the Edge-on-Hudson project (which also garnered \$3.5 million in State grant support) on the Village's former General Motors site (which will include 1,177 residential units, 135,000 square feet of retail, 35,000 square feet of office, a 140-room hotel, 13 acres of waterfront open space, and almost 600 permanent jobs) contiguous to the State of New York's \$5 billion investment in the new Gov. Mario M. Cuomo Bridge, along with vehicular and pedestrian amenities, additional bus transit, and a bicycle planning study completed for the Route 9 corridor that runs directly through the Village, making it more accessible. The Village is also maintaining affordability with projects such as Marathon Development Group's recent \$10.2 million investment to renovate College Arms—a residential apartment building that is home to 164 low- and moderate-income families in the heart of the Focus Area.

**- Investment in arts and cultural institutions and activities:**

The Village's plan for the Sleepy Hollow Common will offer all residents a new amenity that includes an outdoor performance space / amphitheater. Further, Historic Hudson Valley, through the assistance of the Village, will be expanding its parking capacity for its Phillipsburg Manor site to increase tourism. Nearby Lyndhurst is investing \$1 million in a landscape restoration project that is projected to double its visitorship. Finally, the former Strand Theater site, centrally located in the Village on Beekman Ave., has been vacant for some time and the Village is engaged in discussions with the property owner to resurrect the site, possibly as a theater again or to support an interested

non-profit, Rivertown Dance Academy, which wants to turn the building into an educational and performing arts space.

**- The current municipal investment commitment to the downtown, as demonstrated by business improvement districts, actively engaged IDAs and land banks, or partnerships with non-profits:**

The Sleepy Hollow Tarrytown Chamber of Commerce, through its active and focused Merchants Council and comprehensive plan involvement, has engaged with local businesses and partnered with the Village administration to promote community events and projects with the sole purpose of improving conditions in the Village's downtown business district—fully contained within the Focus Area.

The Sleepy Hollow Local Development Corporation is an active LDC working on numerous projects to improve the downtown, including redevelopment of the former United Auto Workers building on Beekman Avenue, within the Focus Area—an ideal location for a workforce housing project, the adaptive reuse of one of the Village's fire stations on Cortlandt Street (also within the Focus Area), repurposing of the Village's former DPW site on River Street, within the Focus Area, and development of the Sleepy Hollow Common (adjacent to the Focus Area), a 28-acre site where the LDC is transforming the East Parcel of the former General Motors Assembly Plant from a vacant, deteriorated, industrial parking lot near the Village core to a meaningful public space in a highly distressed area of the community: a regional destination for recreation—with a seamless network of interconnected parks and historic sites—a location of environmental restoration, and a hub for community services that will improve safety, well being, and equity for Village residents. Through a \$1 billion public-private partnership and smart growth initiative (encompassing both The Edge on the West parcel and the Common on the East parcel), Sleepy Hollow will reclaim its waterfronts and this regional missing link will provide a well-planned and thought out gateway into Westchester County from the new Gov. Mario M. Cuomo Bridge. The project's vehicular and pedestrian linkages will foster accessible job centers, connecting the inner village to a mixed-use district with almost 600 permanent jobs. A Final Environmental Impact Statement for the East Parcel was completed in March 2017. The Riverfront Development Concept Plan for this project has been approved and the Village has commenced work with initial investments totaling \$35 million related to the first three phases of the project. In addition, Phases 2, 3, and 4 have been awarded a remarkable \$6.24 million in state grants. *[Also see other projects listed in this section for investments specifically in the Focus Area.]*

**- The ability of existing infrastructure to support development of the downtown, and the potential to maximize recent infrastructure upgrades:**

WATER RESERVIOR: Prior to the construction of the Village's new, grant-funded, water reservoir—a \$6 million project—the Village had an insufficient amount of water storage capacity. As a result, no new development (including the Edge) could be built in the Village.

FIRE APPARATUS: Using competitive grant funds, the Village recently purchased a new ladder fire truck—an expense of over \$1 million. The apparatus was needed primarily because of building heights in the downtown area—which has suffered several serious fires in the past decade.

SEWER & WATER RE-ROUTING: The Village and its Local Development Corporation have committed \$6 million in funds toward (and commenced work on) re-routing and improvements of the sewer main to enable the construction of the Village's new DPW garage and toward re-routing a water line to serve the new waterfront Edge-on-Hudson development.

SEWER RELINING: Using CDGB funds, the Village recently re-lined the sewer from Beekman Street to Wildey Street along the center of Cortland—a \$500-600K project—all within the Focus Area.

WASHINGTON/VALLEY CULVERT PROJECT: The stormwater culvert along Washington and Valley Street is collapsing and needs to be replaced. The Village Board has allocated funds for this \$550,000 project and preliminary engineering has been completed.

PARKING CONSULTANT: The Village's main commercial thoroughfares—Beekman, Cortlandt, and Valley—are primarily made up of small parcels that rarely allow for on-site parking (in contrast to the larger commercial parcels along Broadway). The Village has hired a parking consultant for approximately \$30,000 to assess current parking supply and determine whether and what improvements are needed.

BEEKMAN BRIDGE: Funded by state investment, the bridge at the bottom of Beekman was an infrastructure upgrade of \$3.5 million to sustain the weight of construction vehicles and traffic for the Edge-on-Hudson private development.

PEDESTRIAN CONNECTION: The Village has planned a pedestrian connection from Barnhardt—adjacent to the Focus Area—to the East Parcel/Sleepy Hollow Common to bring together two resource-dense areas of the Village.

BROADWAY (US ROUTE 9) CORRIDOR ENHANCEMENTS: For a number of years automobile-related service businesses dominated this stretch of Broadway, such as car dealerships and gasoline service stations. Some of these properties have since been converted into office space. The Village is planning to continue to further the conversion of properties along the Broadway corridor to uses that are more consistent with the commercial and tourism-based economy that has emerged throughout the years. Major intersections along Broadway create a challenge for pedestrians, including residents walking and cycling around the Village, as well as visitors to Sleepy Hollow's many historic and tourism attractions. Improvements to these intersections will create a safer, more welcoming environment for residents and visitors alike. Enhancements of the streetscaping will create a more pedestrian focused environment. Traffic and pedestrian improvements are slated for Broadway from the intersection of Pocantico Street to Pierson Avenue. The proposed improvements will enhance the streetscaping and the pedestrian safety in an area that is highly visited by tourists. Work will include new sidewalks, crosswalks, lighting, and trees and will receive funding from the New York State Department of Transportation. Continued focus on the Broadway (Route 9 corridor) will be a long-term priority of the Village. Gateway signage tells visitors when they are entering the Village. Signs will be placed on Broadway at both the northern and southern entrances to the Village and along the route from the Tarrytown train station. The Village has completed a traffic study, engaged DOT on discussions for traffic improvements, developed schematic designs for improvements to Statue Island, and made sidewalk improvements along a portion of this corridor.

**- The existence of developable properties within the downtown, including properties that can be utilized for varying levels of housing affordability and mixed uses:**

Sleepy Hollow has many underutilized and distressed properties in the Focus Area that are ripe for investment, as indicated by a map done by the building department that identified significant troubled/distressed properties in the village. For example: An eight-building mixed-use portfolio of income producing rental properties with rezoning potential in the Focus Area was brought to market two years ago for \$12,500,000. Commercial, office and mixed uses are concentrated along Sleepy Hollow's four main commercial corridors, all within the Focus Area. Beekman Avenue between Broadway and Kendall Avenue concentrates most of the mixed uses in one- to four-story buildings, with retail, restaurants or personal-service uses on the street level and residential uses above. Although Cortlandt and Valley Streets are also mixed-use corridors, both have less continuous retail frontages and businesses that primarily target residents of the surrounding neighborhood. Most of the commercial uses on larger parcels are located along Broadway, a more auto-oriented corridor. An area of potential redevelopment is a parcel located on Beekman Ave. between Valley and Pocantico Streets, which represents an opportunity to provide a more continuous streetfront while adding retail space that could host new commercial uses (e.g., a coffee shop). At the south end of Valley



Street, a group of small vacant parcels represents an opportunity to provide a gateway welcoming residents and visitors coming from Tarrytown train station. A privately-owned parking lot within the Focus Area between lower Valley and Cortlandt Streets—primarily used only in the evening— is a significantly underutilized site in the heart of the inner Village. The owner (a well known local affordable housing developer) is working closely with the Village to consider options for redevelopment. Redevelopment of the site, as currently envisioned, would include first-floor retail, second-floor office, mixed-income housing above, powered by rooftop solar. The property owner/developer is also on the Village's DRI/NYF local planning committee (as tentatively established to prepare for this application) and is fully committed to this project. The Village also has three vacant lots in the middle of the commercial corridor on Beekman Avenue, which the property owner is interested in redeveloping either as retail with residential above (an option that would maintain the streetfront), or turning the site into an outdoor eating area / open air market. The property owner also controls the adjacent building, which could provide kitchen space. Redevelopment of the three parcels would eliminate an eyesore at the heart of the Village's commercial corridor, provide much-needed housing, and provide opportunity for additional commerce. Finally, as mentioned above, the former United Auto Workers building on Beekman Ave, within the Focus Area, is owned by the LDC and primed for redevelopment as a workforce housing project. Northwell Health (Phelps Hospital) and Open Door Medical Centers—two major local employers—have indicated a need for workforce housing for their employees; the Village has held direct meetings on the subject with the President and CEO of Phelps Hospital, who indicated the entity's support of this initiative in a letter of support.

**- Recent planning efforts that support public and private investment in the proposed Focus Area:**

COMPREHENSIVE PLAN & LWRP (2019): With State grant funding, the Village updated its LWRP and created a Comprehensive Master Plan—both of which have been adopted. The plans are forward-thinking and address anticipated growth in a way that preserves community character, fosters economic development, and recognizes the Village's natural and historical assets. Among other things, the LWRP contains an entire section detailing areas of the Village most suitable for development, redevelopment, and/or enhancement.

URBAN LAND INSTITUTE REPORT (2018): With the challenges and opportunities brought by the development on the former General Motors site, the Village sought the advice of the Urban Land Institute (ULI). In a two-day technical assistance panel, ULI and the Village worked together to create a report—A Vision for Sleepy Hollow: Managing Change & Building for Diversity—which makes recommendations on smart policies that can help address the growing population, take advantage of new development, and preserve the community's rich economic and cultural diversity.

RIVERFRONT DEVELOPMENT CONCEPT PLAN (2017): In 2017, after significant public input and years of planning, the Village and its Local Development Corporation approved a Riverfront Development Concept Plan and Final Environmental Impact Statement for the East Parcel of the General Motors site.

POCANTICO RIVER NATURAL BUFFER PROJECT FEASIBILITY STUDY (2017): The Village commissioned this study focused on the Pocantico River within the Focus Area in order to restore the landscape, improve the riverine ecosystem, accommodate flood events, and connect the public to the water. The study developed stakeholder objectives and resulted in a three-phased plan for using green infrastructure to establish a 10-acre natural riparian buffer. It also incorporates enhancement of park amenities including pedestrian paths and signage.

ROUTE 9 CORRIDOR STUDY: As part of its investment in the new Gov. Mario M. Cuomo Bridge, the State of New York completed a bicycle planning study for the Route 9 corridor that runs directly through the Village, making it more accessible.

**- Application of Smart Growth principles; continuity with the REDC's articulated vision and consistency with recent planning efforts in the area:**

The Village's Focus Area has abundant future investment potential. The DRI / NY Forward vision and list of transformative opportunities have been explicitly supported by Westchester County; embody the LIVE, WORK, and PLAY priorities of the Mid-Hudson REDC; and further the State's 2022 Regional Council priorities. The DRI / NY Forward vision offers a placemaking and revitalization opportunity for one of the region's most historic, waterfront urban centers, fostering smart growth, transit oriented development, downtown revitalization, and infrastructure improvements, and positioning the Village and region as a premier tourist destination based on its scenic beauty, rich history, and recreational assets. It aims to connect the Village's poorest neighborhoods to new employment opportunities in the Village and the region, to create a strategy for improving underutilized parcels, and to make infrastructure upgrades and additions that turn recent investments into lasting economic growth. The Focus Area is easily accessible by car, bus, train, and bike and, now, to the new Gov. Mario M. Cuomo Bridge, in addition to its shared-use path for pedestrians and cyclists. Sleepy Hollow's Focus Area is served by two Metro North train stations within walking distance. A public trolley connecting the Edge development with the Tarrytown station (a 30-minute ride from Grand Central) is forthcoming, with plans to extend this service through a public-private partnership that will create a round trip loop connecting the north of Sleepy Hollow, Beekman Avenue, and the commercial district in Tarrytown. Beekman Avenue is served by the Westchester Bee-Line bus system, and Route 9 is one of the State's major north-south roadways, with connections to I-287 and the Mario M. Cuomo Bridge. The Village's existing and forthcoming population, development pattern, compact size, access to transit, and opportunities for strategic investment create a Focus Area that is perfectly suited to support vibrant, year-round development and advances the principles of Smart Growth. Containing significant ethnic and economic diversity, a mix of uses at the density characteristic of pre-automobile communities, a former industrial site planned for redevelopment, recreational opportunities, historic sites, a commercial core, and access to transit, the rebirth of Sleepy Hollow's inner village (the Focus Area) will contribute to regional prosperity and achieve the State's Regional Council priorities by furthering economic and environmental justice, catalyzing downtown revitalization, and fostering placemaking: the notion that where investment occurs matters.

**- Potential for development of energy-efficient projects and opportunities for green jobs:**

The Village installed several free Electric Vehicle (EV) charging stations in one of its municipal lots and wishes to add additional charging stations at Sykes Park. Further, the Village's new comprehensive plan contains several sustainability recommendations, which the Village plans to initiate, including (but not limited to): adopting solar zoning legislation to encourage and regulate the installation of building-mounted and ground-mounted photovoltaic arrays; amending the zoning code to remove barriers to sustainability; and creating a climate action plan.

**RECENT & IMPENDING JOB GROWTH**

From 2005 to 2015, Sleepy Hollow's percentage job growth was 17.9%, which was stronger than its surrounding municipalities including Mount Pleasant (-2.1%), Tarrytown (14.9%), and the Village of Ossining (-12.8%). This job growth has been strongest in the health care sector driven especially by increased employment at Phelps Hospital, which is estimated to be the fourth largest employer in the County after Westchester Medical Center, Regeneron Pharmaceuticals, and Northern Westchester Hospital. The Village's largest concentration of firms by individual industry sector is health care and social assistance with 54 firms. Other sizeable sectors include retail trade (34 firms); professional, scientific and technical services (33 firms); accommodations and food services (39 firms); and other services, which includes repair/maintenance, personal/laundry services, and religious/grant making/civic/professional organizations (35 firms). These clusters of firms create potential for

mobility between jobs within the Village and the Village's existing employers represent a wide range of salary and entry levels, with more to come.

Although the Village's cluster of health care and social services jobs are concentrated primarily at the Phelps Hospital campus on North Broadway, the majority of jobs in all other industry sectors are located on Beekman Avenue and surrounding cross-streets within the Focus Area. Workers at the Phelps Hospital and Regeneron campuses rely on bus networks to travel from local MetroNorth Stations. Demand for transit and walkability will continue to increase, especially in the Focus Area, as the Edge-on-Hudson project unfolds. According to the Lighthouse Landing Capital's Draft Environmental Impact Statement, Edge will bring 1,291 temporary construction jobs as well as 584 additional permanent commercial jobs to Sleepy Hollow. The project was awarded \$3.5 million from Empire State Development's Capital Fund program to cover infrastructure expenses and is required to use minority- and women-owned businesses for up to one-third of grant-funded project costs.

Sleepy Hollow has identified a number of economic sectors that the Village can, and in some cases must, support. All will experience meaningful growth over the next decade that will either be generated from the Inner Village acting as a catalyst or as the beneficiary of the anticipated multiplier effect. They are: restaurant and hospitality services; tourism; healthcare and bio-medical research; retail and hotel staff, maintenance and landscaping, office workers; downtown construction; and expansion/modernization of Village workforce.

Restaurants and hospitality service is a growing dynamic cluster in the Lower Hudson Valley. In Sleepy Hollow, this industry is driven by entrepreneurs with assistance from NY State. Sleepy Hollow is already showing signs of financial muscle. With the renowned Blue Hill at Stone Barns in Pocantico at one end of the scale, smaller farm-to-table and artisanal restaurants have recently chosen to open here. These spaces reflect an entrepreneurial way of thinking and are in keeping with the scale enjoyed by the Village.

One of the great drivers of tourism in the Mid-Hudson region is Historic Hudson Valley (HHV). HHV's Philipsburg Manor site, a national historic landmark that draws about 100,000 visitors per year to Sleepy Hollow, promotes special events throughout the year, most notably in the fall harvest / Halloween season. Marketing surveys indicate that visitors on average spend about \$100 per person on dining, shopping and lodging in the area as part of a visit to the Sleepy Hollow region for Halloween events alone. 30% of Westchester County's hotel bookings occur in mid- to late-October. Marketing efforts by HHV and Visit Sleepy Hollow using traditional methods and social media, have proven wildly successful.

Job growth anticipated from the priority list of projects for this application includes approximately 155 construction related jobs.

### **QUALITY OF LIFE**

The Village's existing and forthcoming population, development pattern, compact size, access to transit, and opportunities for strategic investment create a Focus Area perfectly suited to support vibrant, year-round development.

**- Housing at different levels of affordability and type:** Housing in the Focus Area is dominated by multi-family buildings, including three apartment buildings with 450 units of permanently affordable to very low- and low-income households. One of these buildings is designated senior housing; another is an 85-unit building operated by the North Tarrytown Housing Authority; and 285 units in a privately owned building that receives project-based Section 8 funds. Most of the Village's buildings

with six or more units are rent stabilized. Many of the buildings are two or three stories with ground level retail and upper floor residential. Others are residential, the majority multi-family. Many of the homes offer beautiful views of the Hudson River, retaining the historic connection of the village to the river. One of the Inner Village's greatest needs today is for workforce housing, which is a priority effort of the Sleepy Hollow Local Development Corporation.

**- Commercial and retail main street businesses:** Sleepy Hollow has three primary commercial areas: Beekman Avenue, Broadway/Route 9, and Cortlandt Street/Valley Street—all in the Focus Area boundary. A fourth commercial area is under development along the Hudson River as part of The Edge project. Each area has unique characteristics that make it attractive for different reasons, serving different functions and populations. Highlighting these unique characteristics and emphasizing their role as commercial nodes in the Village can provide a marketing tool for local business organizations and businesses. Unlike Beekman, the Valley and Cortlandt Street Business District area has not received as much attention with respect to capital improvement grants and assistance for upgrading the streetscape infrastructure. The Village is focusing additional streetscape infrastructure enhancement attention in this business district area. There has been some reinvestment in this business district area by local merchants in the form of redevelopment and enhancement.

**- An assortment of food choices (restaurants, healthy and affordable food markets, and farmers' markets):** The Village shares a vibrant farmers market—the Tarrytown and Sleepy Hollow (TaSH) Farmers Market—with its neighboring community, which has been voted as a finalist for designation as America's Favorite Farmers Market and is ranked as one of the top five farmers markets in New York State. With the renowned Blue Hill at Stone Barns in Pocantico at one end of the scale, smaller farm-to-table and artisanal restaurants have recently chosen to open here. These spaces reflect an entrepreneurial way of thinking and are in keeping with the scale enjoyed by the Village. Many neighborhoods in surrounding communities (such as Pocantico Hills and Scarborough) rely already on Sleepy Hollow as their primary downtown—a net that will be cast wider as the urban "Beekman Place District" opens, extending the Village's main commercial corridor to the waterfront, populated with shops, cafes, a full service grocery store, and other opportunities to provide services and create connectivity.

**- Multi-modal transportation to and from employment centers, other downtowns, and/or regional attractions:** The Focus Area is easily accessible by car, bus, train, and bike and, now, to the new Mario M. Cuomo Bridge and its shared-use path for pedestrians and cyclists. Sleepy Hollow's Focus Area is served by two Metro North train stations within walking distance: Tarrytown and Philipse Manor. A public trolley connecting the Edge development with the Tarrytown station (a 30-minute ride from Grand Central) is forthcoming, with plans to extend this service through a public-private partnership that will create a round trip loop connecting the north of Sleepy Hollow, Beekman Avenue, and the commercial district in Tarrytown. Beekman Avenue is served by the Westchester Bee-Line bus system, and Route 9 is one of the State's major north-south roadways, with connections to Interstate 287 and the Cuomo Bridge.

**- Walkability and bikeability, within the downtown and connecting the downtown to surrounding open space networks and regional destinations:** Buildings in the Focus Area were primarily constructed in the latter half of the 19th century and offer a traditional pedestrian scale. The Village's historic character contributes to its charm and identity, with a variety and richness in architectural style. Sidewalks and street trees throughout ensure it is very walkable, and there is an authentic neighborhood feel. The Focus Area overlays the original inner village of Sleepy Hollow—an area comprising the Village's mixed-use "Central Commercial" district; a density of desired bicycle

lane intersections, the Westchester Bee Line Bus route, and close proximity to two Metro North train stops, including one express stop at Tarrytown; numerous “hubs of activity,” as identified by the Village’s comprehensive plan, including jobs, transportation, tourism, and education hubs; multiple public parking lots; two of the Village’s four commercial corridors; close proximity to a large portion of the Village’s parks, open spaces, and recreational trails; comparatively few of the Village’s steep slopes; inclusive of or within walking distance of twenty one out of twenty three of the Village’s significant community assets; portions of the Village identified in the comprehensive plan as containing the majority of the Village’s senior housing and section 8 housing; and that is predominantly zoned for mixed-use, multi-family residential, commercial, and public/institutional use

**- Accessible recreational amenities, waterfront trails, parks and gathering spaces:** The “natural infrastructure” found year-round in Sleepy Hollow is extraordinary. The Hudson River itself, mitigated of many pollutants and with an extraordinary view, is the Village’s greatest gift and asset. The reimagined Beekman Avenue and its redesign will take full advantage of this viewshed. Downtown Sleepy Hollow is bracketed by two well-used public parks with amenities: the Rev Sykes Park and Barnhart Park offer basketball, soccer, volleyball, and playgrounds. It is also within walking distance of the Senior Center. On Sleepy Hollow’s eastern boundary is the Rockefeller State Park Preserve and the Old Croton Aqueduct (OCA) trail. Rockwood Park (part of the Preserve) is on the Village’s northern boundary. It is within walking distance of another area magnet: The Stone Barns Center for Food and Agriculture, which offers our community a chance to participate in Community Supported Agriculture. Rockwood, which was the site of William Rockefeller’s country estate, is an Olmsted-designed landscape with panoramic views of the Hudson. The OCA Trail, a linear state park, traverses the Rockefeller lands and is a 2.5 mile section of the trail that runs from Van Cortlandt Park in the Bronx to the Croton Dam. The Village’s plan for the Sleepy Hollow Common will offer all residents a new recreational amenity that also includes a performance space / amphitheater.

**- Access to health care facilities:** Sleepy Hollow contains numerous health care facilities—indeed, the health care sector is the Village’s largest employment sector, driven especially by increased employment at Phelps Hospital, which is estimated to be the fourth largest employer in the County. The Village’s largest concentration of firms by individual industry sector is health care and social assistance with 54 firms. The Village also includes the Kendal-on-Hudson facility, which houses over 300 seniors. Open Door Medical Centers, a Federally-Qualified Health Care facility located one block from the Focus Area, provides comprehensive services for uninsured and underinsured very low- and low-income residents.

**- Academic, cultural and entertainment amenities:** Numerous visual and performing artists call Sleepy Hollow home. The Village has engaged with ArtsWestchester and local artists to advise and help set direction for the Village’s artistic profile, including Karen Finley, Jeff White, Krista Madsen, and Pablo and Anna Mayor. Much of Sleepy Hollow’s local economic activity is centered around tourism that is supported by historical sites and the Legend of Sleepy Hollow. One of the great drivers of tourism in the Mid-Hudson region is Historic Hudson Valley (HHV), which is currently completing a multi-million dollar restoration project on its Philipsburg Manor site and will be expanding its parking capacity for the site to increase tourism. A national historic landmark within the Focus Area boundary, Philipsburg Manor promotes special events throughout the year, most notably in the fall harvest / Halloween season, such as Horseman’s Hollow, the Witches Festival, Irving’s Legend at Sunnyside in Tarrytown, and The Blaze in Croton. Other HHV seasonal offerings include in the spring, the Djembe Dance Festival, Sheep to Shawl, and in the summer, A Night of Fire and Pirate Quest. The Village hosts a Winterfest on a hilltop in Rockwood in January with bonfires, cups of hot chocolate and chili, and sledding.



**- Community design and/or housing that caters to all ages:** Sleepy Hollow supports its senior population through the Meals on Wheels program and It Takes a Village 10591, a national volunteer organization for seniors in need. The 250 residents at the senior living facility Kendal-on-Hudson are in the upper economic brackets. Many actively participate in local civic efforts, shop locally while supporting the Village and Phelps farmers markets, host the Sleepy Hollow High School performing arts clubs for Sunday concerts, and make substantial financial contributions to the local volunteer fire department and volunteer ambulance corps.

## **SUPPORTIVE LOCAL POLICIES**

### **Planning and implementation documents:**

- Sleepy Hollow recently updated its Local Waterfront Revitalization Plan and Comprehensive Plan for the community. The planning effort was led by a Comprehensive Plan Steering Committee with input from topic-specific subcommittees and assistance from technical staff, with broad community engagement.
- The Urban Land Institute completed a market conditions study of the Village's downtown, and a Route 9 bike corridor feasibility study was performed as part of the work on the Gov. Mario M. Cuomo Bridge.
- The Village's Final Engineering Report and Site Management Plans for cleanup of the former General Motors brownfield site have been approved and a Notice of Certificate of Completion received.
- After significant public input, the Village and its Local Development Corporation approved a Riverfront Development Concept Plan for the East Parcel of the General Motors site, which will create a meaningful civic space that includes a community center, outdoor amphitheater, recreational facilities, a "great lawn," and will connect people to the adjacent riverfront development via a new bridge crossing over the railroad tracks, which will create the essential link for the entire community to access and enjoy the waterfront, shops, cafes, grocery store, and other amenities. The project will also include improvements to a currently-closed pedestrian overpass between Devries Field and Westchester County's Kingsland Point Park, also creating these important linkages and improving access to the Philipse Manor Train Station.
- In 2017, the Village commissioned a Pocantico River Buffer Project Feasibility Study in order to restore the landscape, improve the riverine ecosystem, accommodate flood events, and connect the public to the water. The study developed stakeholder objectives and resulted in a three-phased plan for using green infrastructure to establish a 10-acre natural riparian buffer around the River. It also incorporates recreational programs to enhance park amenities including pedestrian paths and signage.

### **Use of modern zoning codes and development standards that promote smart growth principles:**

- The Village has already begun implementing the zoning changes recommended by its new Comprehensive Plan.
- The Village has utilized an innovative floating zone to encourage redevelopment of key properties.
- The Village has utilized the principles of Smart Growth in its Riverfront Development zone, which—along with the Residence Commercial and Central Commercial zones—incorporates a vibrant mix of uses.
- The Village recently completed an extensive, detailed, multi-year process of reviewing, updating and modernizing its Building Codes. Shared parking will be used in the Sleepy Hollow Common project, as indicated in the Riverfront Development Concept Plan.

- The Village's waterfront development is transit oriented to reduce traffic congestion and promote a healthy lifestyle. Two recent riverfront developments each include segments of the RiverWalk, providing pedestrian connection to the Metro North train station. Edge-on-Hudson will close the remaining gap, with pedestrian access along the entire length of its Hudson River shoreline so that RiverWalk extends, uninterrupted, from the Philipse Manor train station to the Tarrytown station and beyond. A public trolley connecting the Edge development with the Tarrytown station (a 30-minute ride from Grand Central) is forthcoming, with plans to extend this service through a public-private partnership that will create a round trip loop connecting the north of Sleepy Hollow, Beekman Avenue, and the commercial district in Tarrytown. This extension is anticipated in partnership with Phelps Hospital (Northwell Health) and Open Door Medical Centers. There are also nine Bee Line bus stops in and around the Focus Area.

**Strategies and actions that cut energy use, reduce emissions, and adapt to climate change:**

- Sleepy Hollow has taken the Climate Smart Communities (CSC) Pledge, is a member of Sustainable Westchester, and has a Climate Smart Task Force, which is working on actions toward CSC certification.
- The Village has completed the Clean Energy Communities (CEC) Community Choice Aggregation action.
- Sleepy Hollow recently launched the installation of two free charging stations for electric vehicles.
- As part of the Sleepy Hollow Common project, the Village undertook a sea level rise and flooding study (the "Hydraulic Analysis for East Parcel Redevelopment").
- The Village's "Pocantico River Buffer Project Feasibility Study," discussed above, creates a plan to use green infrastructure to, among other things accommodate increasingly frequent flood events.
- The Village has received funding under the CSC program to implement the Strategic Relocation of Climate-Vulnerable Municipal Facilities or Infrastructure action.

**Application of Complete Streets principles:**

- The Village has passed a Complete Streets and Sustainable Complete Streets resolution and adopted the Safe Street policy.

**Existence of a management structure, such as a downtown manager or business improvement district:**

- The Village has a Chamber of Commerce, as well as a Latino-owned Business Association.
- The Village also has an active Local Development Corporation, whose mission is the creation and retention of jobs and the promotion of community and economic development initiatives.

**Presence of expansive non-discrimination laws and/or other protections of diverse populations:**

- 90% of employees are protected from discrimination and discriminatory practices by long-standing collective bargaining agreements. All employees are protected from discrimination and discriminatory practices as outlined in the SH Employees Manual.
- The Village has always welcomed immigrants and has an active policy of not asking immigration status.
- Sleepy Hollow is part of Slow Down Rivertowns, a coordinated education campaign by seven village police departments to promote traffic and pedestrian safety—an issue of critical importance for equity because studies have shown that traffic fatalities disproportionately affect minority populations.

- Sleepy Hollow has a large Spanish speaking population and our public school district does an incredible job of making the school experience accessible to those with a language barrier. Our English as a Second Language program is a model, with educators from all over the state visiting to learn about it. We also have a strong Dual Language program, in which children are instructed in both Spanish and English equally—with an equal number of native English speaking and native Spanish speaking students, with a goal of producing bilingual children.

**Application of Smart Cities innovation technology:**

- The Village was one of the first places to have fiber optic cable everywhere and proposed our own Wireless Communication Location Plan.

**Policies that would make the community eligible for Age-Friendly Community Certification:**

- The Village offers a senior bus that makes scheduled trips from the senior center to the grocery store and elsewhere.
- The complete streets policy aims to create streets for people of all ages and abilities and, as mentioned, the Village is working with Phelps Hospital and Open Door Medical Centers on the extension of trolley services to the downtown. Traffic calming measures are also a major focus of this application.
- The Village is committed to Age-Friendly Community standards and features a designated “Livable Communities Village” with its Kendall-on-Hudson facility, which houses over 300 members.

**PUBLIC SUPPORT**

The projects proposed in this application have been developed and vetted by the public through numerous public engagement activities—in English and Spanish—through which the public was interested, well informed, and energized. Outreach activities included public workshops, focus group meetings, surveys, and online tools. The vision presented in this application represents the culmination of DRI / NY Forward-specific engagement, as well as vision elements developed during the creation of the Village’s new Comprehensive Plan and LWRP.

In preparation for this application, the Village created a DRI/NYF local planning committee with stakeholders from the Chamber of Commerce, Historical Society, Local Development Corporation, Board of Trustees, Climate Smart Communities Task Force, as well as local business owners, environmental professionals, developers, landlords, property owners, and the Village’s Liaison to the Latinx community. The committee members held a meeting to develop the proposed transformative project list, engaged in numerous communications to refine that list, and participated in the State’s capacity-building webinar series.

The Board of Trustees held a televised public meeting on September 13, 2022 to explain the DRI / NY Forward processes and discuss the main components of the Village’s application, especially the proposed projects list. Comments were received and incorporated into this application. A webpage was also created for this initiative on the Village website, where the DRI and NY Forward programs were explained, the Focus Area map was provided, and the proposed project list was given, with a survey collecting public input.

Sleepy Hollow has had the good fortune in recent years to undergo significant planning efforts, including a comprehensive study to identify zoning changes to its Inner Village to determine what strategies would be essential to encourage redevelopment, as well as the LWRP update and Comprehensive Planning process. These opportunities created unity and vision, which has given the

Village a geographic place through which equity, opportunity, connections, and community building can occur.

This is a politically united moment in Sleepy Hollow's history. The Village's elected leadership enjoys the support of the Village Board and has been stable for a decade. Several years ago, these leaders formed a new, non-partisan political committee to eliminate the perceived divisiveness of today's politics and emphasize openness, transparency, and collaboration. Unite Sleepy Hollow has brought together residents and politicians to help move the Village forward. This unity will ensure that a DRI or NY Forward investment in Sleepy Hollow would not be plagued by divisiveness.

Sleepy Hollow's local leaders (such as the Mayor, Village Administrator, and members of local boards), core institutions and organizations (such as the local historical society, local development corporation, Historic Hudson Valley, Northwell Health, Open Door Family Medical Centers), ArtsWestchester and the local artist community, and many other stakeholders are all committed to participating in a strategic investment planning and implementation process. The Village employs a bilingual community liaison, who will also participate heavily in the creation and implementation of a strategic investment plan. The Comprehensive Plan Steering Committee is also poised to serve, as are several Village merchants organized and active through the Chamber of Commerce, which has had great success engaging the business community in Sleepy Hollow's push toward downtown revitalization. Specifically, the Sleepy Hollow Tarrytown Chamber of Commerce, through its active and focused Merchants Council and comprehensive plan involvement, has engaged with local businesses and partnered with the Village administration to promote community events and projects with the sole purpose of improving conditions in the Village's downtown business district—fully contained within the Focus Area.

### **TRANSFORMATIVE PROJECT OPPORTUNITIES**

To successfully build upon the opportunity offered by the substantial recent investments by the private and public sector and to prepare for the influx of over 3,000 residents, public action is needed—action that generates a sustained and widespread private market reaction that builds the local economy and improves quality of life, making our downtown more attractive and convenient; balancing the public realm; and reclaiming spaces for people. Such actions take smart planning, technical assistance, and public capital of the very kind that the State can provide. The Village has millions of dollars in potential projects in the designated Focus Area ready to prioritize, leverage, and implement upon an infusion of DRI or NY Forward money. All projects below are supported by the public and involved stakeholders and are ready for implementation.

**(1) BEEKMAN AVENUE SIDEWALKS AND DECORATIVE LIGHTING (\$1,250,000):** Beekman Avenue is the Village's central corridor leading from Route 9 (Broadway) to the Hudson River waterfront. The Village recently completed a project to improve all of the streetlights, curbing, sidewalks, street trees, and appurtenances along Beekman from Broadway to Cortlandt Street (which runs approximately half the length of Beekman). The Village needs to expand this work further down Beekman Avenue from Cortlandt to Clinton Street in order to enhance necessary linkages to the new large-scale waterfront development and successfully draw the market inwards. In addition, the Village is interested in installing a number of other pedestrian friendly and traffic calming measures, such as raised crosswalks, along this corridor. Valley Street and Cortlandt Street, at the heart of the Village, are active with small, locally-owned businesses that will benefit from these civic infrastructure improvements.

**(2) PLACEMAKING: INNER VILLAGE GATHERING SPACES AND PUBLIC ART (\$200,000):** Sleepy Hollow has already created a temporary plaza/parklet in the Center of the Focus Area, where Cortlandt meets Beekman, cutting off the left fork of a triangle and traffic island to create a public

gathering space, using large planting barriers, picnic tables, and string lights. Due to its success, the Village is now moving to make it permanent with a grant from Assemblyman Abinanti and wishes to undertake more placemaking initiatives within the Focus Area. The community has identified the need for additional outdoor gathering spaces as well as public art installations (similar to its Wishing Wall public art project that was recently completed) within the Inner Village to enhance community character, advance placemaking efforts, and increase the number of residents and visitors, which will in turn increase the number of customers for the local business. Several potential locations have been identified within the Focus Area, including the triangular plaza at Washington, Valley, and Chestnut streets, ideal for a public gathering space; a large building wall, perfect for an outdoor mural that could be seen from the Cuomo Bridge; several street locations appropriate for 3-D art projections that double as traffic calming measures; and the Village's parking meter posts, which could be painted by local artists, similar to the initiative in Oak Cliff, TX, and other communities. The Village has already prepared a roster of local artists, many of whom are immigrants, representing the ethnic and cultural diversity Sleepy Hollow is known for.

**(3) STREETScape AND INTERSECTION IMPROVEMENTS (\$1,000,000):** Sleepy Hollow is a walkable village, but challenging pedestrian pathways and an aging downtown make it less likely that residents and visitors will walk or use other modes of active transportation to access services and other local opportunities. The Village is interested in engaging a firm to advance streetscape and intersection improvements (those not mentioned in the proposed projects above), identified in the Village's new comprehensive plan, in an effort to promote more pedestrian activity and improve urban design in order to increase the walkability of the downtown. Improvements may include sidewalk rehabilitation, furniture, tree planting, landscaping, lighting, and bicycle infrastructure. Increased wayfinding signs help to direct visitors to shops, restaurants, historic sites, and arts and cultural resources would also help enliven the environment and pedestrian experience.

**(4) INNER VILLAGE PIPE RELINING (\$2,000,000):** The Village has numerous water and sewer projects that are necessary to adequately support growth in the Focus Area. Several are underway but the Inner Village Pipe Relining still remains an open and necessary item. The Village must deal with the increasing frequency of water main lines breaking due to aged pipes and the tendency of a weakened line system to not only lose water through seepage, but to burst when valves are closed to repair breaks. Sediment on the pipe reduces pressure and potentially could affect water quality. Availability of clean water is a major determinant of community health and a priority for the enhancement of residential and business quality. The Village has begun work on pipe relining outside of the Focus Area (the work has to start at the highest elevations of the Village). Without additional capital, it will be nearly a decade before the Village can afford to complete all necessary relining.

**(5) IMPROVED ACCESS TO BROADBAND (\$100,000):** An improved broadband network is a critical infrastructure need in the Inner Village, especially the Cortlandt/Beekman/Valley triangle. This is necessary for both residents and businesses alike and important for attracting further investment in the downtown and sparking digital recreation in public spaces. Sleepy Hollow is interested in providing advanced, high-speed, state-of-the-art Internet access.

**(6) SMALL BUSINESS REVOLVING LOAN FUND (\$600,000):** The Village currently provides training for small business owners to teach the techniques needed to expand their business, as well as training for would-be entrepreneurs to guide the business startup process, especially regarding finances. The DRI/NYF funds would be used to establish a revolving loan fund to provide micro-loans to small businesses that will allow them to establish or expand their workforce (such as equipment upgrades, etc.). The Village would make receipt of the funds contingent upon the small business owner taking the Village's existing entrepreneur training programs, in order to ensure the most economical, responsible, and successful use of the funds.

**(7-11) STRATEGIC REDEVELOPMENT PARCELS:** In the selected Focus Area there are several Village-owned and privately-owned parcels poised for improvements:

**(7) UAW Building (\$3,500,000):** The Sleepy Hollow LDC-owned, former United Auto



Workers building at 193 Beekman Avenue is the Village's ideal location for a workforce housing project, but needs improvements to attract a potential developer. Northwell Health (Phelps Hospital) and Open Door Medical Centers—two major local employers—have indicated a need for workforce housing for their employees; the Village has held direct meetings on the subject with the President and CEO of Phelps Hospital, who indicated the entity's support of this initiative in a letter of support. The Village and LDC would use DRI/NYF funding for strategic public investment that will spur interest in the site, including: demolition of the adjacent viaduct, construction of a portion of roadway to establish the connection to Beekman Ave., and demolition of the existing UAW building to prepare the site. Some funding for this work will be obtained from the Mt. Pleasant IDA, but additional resources are needed. These improvements could attract a transformative \$40 million private investment to create much-needed housing. The SHLDC has submitted a Letter of Support, attached to this application.

**(8) Cortlandt Street Fire Station Adaptive Reuse (\$100,000):** The Village completed a real estate study that revealed the potential for redeveloping a fire station site on Cortlandt Street within the Focus Area. The LDC is also a ready and willing partner in this endeavor. An ideal project would maintain the building's current architecture, such as a local microbrewery. The Village would invest DRI/NYF funds to prepare the building for conversion into a commercial property with work such as building stabilization, roof repairs, and upgraded systems (electrical, plumbing, etc.).

**(9) River Street DPW Redevelopment (\$200,000):** With the relocation of the Village's DPW from River Street—a project currently under way—a new waterfront parcel will soon be available for redevelopment with Hudson River views within a walkable/TOD distance of Tarrytown's Metro North train station (an express stop to Manhattan). Given the site's previous use as a DPW, with gas tanks and other potential contamination risks, the Village and LDC would use DRI/NYF funding for work such as environmental testing, remediation, and other site preparation that would attract private redevelopment of this key site.

**(10) Valley and Cortlandt Mixed-Use Building (\$3,500,000):** A privately-owned parking lot between lower Valley and Cortlandt Streets—primarily used only in the evening— is a significantly underutilized site in the heart of the inner Village. The owner, Marathon Development Group (a well known local affordable housing developer), is working closely with the Village to consider options for redevelopment. Redevelopment of the site, as currently envisioned, would include first-floor retail, second-floor office, mixed-income housing above, powered by rooftop solar. The property owner/developer is also on the Village's DRI/NYF local planning committee (as tentatively established to prepare for this application), is fully committed to this project, and has submitted a Letter of Support, attached to this application.

**(11) Central Beekman Vacant Lots (\$3,000,000):** The Village also has three vacant lots in the middle of the commercial corridor on Beekman Avenue, which the property owner is interested in redeveloping either as retail with residential above (an option that would maintain the streetfront), or turning the site into an outdoor eating area / open air market. The property owner also controls the adjacent building, which could provide kitchen space. Redevelopment of the three parcels would eliminate an eyesore at the heart of the Village's commercial corridor, provide much-needed housing, and provide opportunity for additional commerce. The Village would also consider creating an alley behind these lots to provide off-street parking and a place for garbage pickup, which would maintain the storefront on Beekman, but needs a better sense of whether this is the most effective and transformative option. The DRI/NYF planning process would provide a better sense of what is possible and catalytic on this site.

**(12) Salvation Army Workforce Housing (\$2,750,000):** The Salvation Army owns an underutilized lot in a high-rise corridor at the bottom of Valley Street within the Focus Area, about which the Village has been communicating, that could provide an excellent location for workforce housing within close walking distance of the Tarrytown train station and other amenities. The Salvation Army has been looking to sell or develop the site for years. Marathon Development Group

is ready and willing to be the designated developer for the site and is willing to incorporate all requested energy efficiency measures.

The redevelopment of strategic parcels within the downtown will be enhanced by the Village's current Inner Village rezoning efforts to conform with its newly adopted Comprehensive Plan. This Plan includes a focus on TOD: phasing out existing industrial uses in favor of higher-density residential development within the area closest to the Tarrytown train station. Further, the Village will be eliminating some parking requirements and adopting some form-based coding elements to create more consistency in character of the Inner Village storefronts. Impending changes to the Village's code will ease the process for redevelopment of strategic development parcels. Further, the Village already has a floating zone in place, applicable within the Focus Area.

A DRI or NY Forward investment from New York State will help repurpose and rehabilitate these properties in a manner that increases the economic health and livability of the Village. A DRI or NY Forward investment in these efforts would result in spinoff economic benefits for businesses in the region, and would enable Sleepy Hollow to capture more of the potential economic value of its tourism. With DRI or NY Forward funds, Sleepy Hollow will create, enhance, and capitalize on its many assets that will ensure a profound and lasting change, enabling the Village to once again flourish as a regionally significant, mixed-use, urban center creating ongoing value for the Mid-Hudson region. These projects will provide an infusion of energy and resources by creating opportunities for new business, improve the climate for legacy businesses, develop workforce housing, and generally enhance the livability and congeniality of the village at large. Downtown will be at once a magnet and a feeder stream, resulting in dynamic placemaking where villagers and visitors engage publicly with others through shopping, dining, cultural happenings, and festivals. A revitalized downtown defines Sleepy Hollow and the Mid-Hudson Region as a world-class destination; it is a major ingredient to the region's continued growth by meaningfully strengthening its critical mass of infrastructure development, business opportunities, and living opportunities for people of all means.

#### **ADMINISTRATIVE CAPACITY**

Sleepy Hollow has the unity, commitment, skills, and capacity to implement and support ongoing success. The Village's elected leaders and staff have a long track record of earning confidence and managing complex and overlapping initiatives successfully. As stated previously, the Village's elected leadership enjoys the support of the Village Board and has been stable for a decade. Several years ago, these leaders formed a new, non-partisan political committee to eliminate perceived divisiveness and emphasize openness, transparency, and collaboration. Unite Sleepy Hollow has brought together residents and politicians to help move the village forward. This unity will ensure that a DRI or NY Forward investment in Sleepy Hollow would not be plagued by divisiveness.

The staff in Village Hall also has tremendous longevity, skills, and experience. The Village Administrator has served in that position for over thirteen years and oversees the Village's workforce of 100 employees. The Treasurer has served in that position for eleven years and oversees the Village's operating budget of \$25M. Village payments are made through the Village Finance Department, which provides regular progress reports, given to the Mayor and Board of Trustees in Public sessions. The Village's leadership, institutionalized collaboration, and open and iterative process will ensure that a DRI or NY Forward investment in Sleepy Hollow would not be complicated by siloed operations.

Sleepy Hollow has the demonstrated organizational capacity to manage a DRI or NY Forward investment, including a strong track record of completing grant projects and of overseeing multiple

concurrent contracts. For example, in 2016-17, the Village built a \$6M water reservoir. An engineering firm was hired to design and provide construction management oversight. The engineering firm reported directly to the Village Administrator, and the project was completed on time and on budget. At the same time the Village was engaged in a \$2.5 million upgrade of its water delivery system, a completely separate undertaking from the reservoir. Again, the Village engaged an engineering firm, which reported to the Village Administrator. This project was also on time and on budget. Likewise the Village and LDC are currently managing an investment of over \$35 million in the Sleepy Hollow Common project, over \$6 million of which is state grant funding. Beyond contracts, the Village is adept at managing a significant influx of visitors. The Village's annual hayride and block party, for example, attract 5,000 visitors in one afternoon.

The Village's administrative capacity to successfully manage State investment is expanded by its Local Development Corporation, which is committed to working on this effort. The Sleepy Hollow LDC was created in 2014 and also enjoys sustained leadership—with the same board since the spring of 2015 (which replaced the Board of Trustees as the original board) and with the Village Administrator as its Director. The Board of Trustees created the SHLDC to manage the Village's \$70-million East Parcel project and bolster its administrative capacity. Key to the SHLDC's mission is the creation and retention of jobs and the promotion of community and economic development initiatives. The SHLDC board meets every two weeks in public session to review progress on projects and has experience acquiring property; managing, planning, and negotiating complex projects; engaging consultants; completing environmental and site plan reviews; and working with multiple agencies and other stakeholders to address issues.

As stated above, the Village has also created a DRI/NYF local planning committee with stakeholders from the Chamber of Commerce, Historical Society, Local Development Corporation, Board of Trustees, Climate Smart Communities Task Force, as well as local business owners, environmental professionals, developers, landlords, property owners, and the Village's Liaison to the Latinx community. The committee members have participated in the State's capacity-building webinar series and they are engaged and ready to serve should the Village receive a DRI or NY Forward award.

Finally, one additional consideration is the Village's strong financial capacity. Sleepy Hollow has maintained its Aa3 rating for the past several years with its credit position described as "strong and improving" by Moody's Investors Service, as of their latest Annual Comment. Sleepy Hollow also promotes shared services—working with the surrounding villages of Tarrytown, Briarcliff, Irvington, Dobbs Ferry, Elmsford, Ardsley, and Hastings in the areas of water and sewer infrastructure improvements, planning, equipment sharing, joint bidding and regional economic development. The Village's proximity to New York City has enabled it to develop a diverse economic base. Village officials have helped cultivate this environment through smart budgeting and an eye toward the future. While the village has typical urban challenges, Sleepy Hollow will remain on solid financial footing as long as Village officials continue to develop realistic budgets and long-term financial plans. In addition, the current Edge-on-Hudson development project is in full gear and will provide a significant amount of tax revenue for years to come. That Sleepy Hollow has been able to maintain its fiscal health while investing in the community's future (infrastructure, parks and recreation, planning and economic development, etc.) is a testament to the Village's leadership over time.

The financial health, responsible leadership, institutionalized collaboration, transparency, and support demonstrated by Village officials and staff, as well as organizations such as the SHLDC, indicate that a DRI or NY Forward investment in Sleepy Hollow would succeed and could serve as a model for other communities.

Meeting Date: 09/13/2022  
Resolution #: 09/133/2022

**Resolution of the Board of Trustees of the Village of Sleepy Hollow  
Support Grant Applications for Downtown Revitalization**

**WHEREAS**, the Village of Sleepy Hollow was named as Westchester's most beautiful spot according to a report released by newyorkupstate.com which looked at each county statewide and determined some of the state's most desirable locations; and

**WHEREAS**, notwithstanding such beauty, the original Village Downtown area was destroyed in prior years by urban renewal projects, which ended up separating, rather than uniting, the Village; and

**WHEREAS**, the renewal of the old General Motors plant area will provide a significant economic opportunity to the Village; and

**WHEREAS**, the Village has undertaken significant public engagement efforts to identify projects that will enhance, encourage, and contribute to the redevelopment of the Village—creating a vision for Downtown revitalization; and

**WHEREAS**, the Village of Sleepy Hollow is applying for two New York State grants in order to implement this vision: a ten million dollar Downtown Revitalization Initiative (DRI) grant and a smaller grant (two and a quarter or four and a half million) under the New York Forward program; and

**WHEREAS**, the designated focus area of the Downtown, for the purposes of this grant, runs from the intersection of Beekman Ave. and Broadway, west down Beekman (including parcels on both sides of the street) to the traffic circle, south down River Street, turning east at the southern boarder of the Village, north at Valley Street (including parcels on both sides of the street), continuing straight from Valley to Chestnut Street until Broadway, and running north along Broadway (including parcels on both sides of the street) to conclude back at the intersection with Beekman; and

**WHEREAS**, if the funds are granted, the Village will use this opportunity to revive the Downtown area by fostering economic vitality, social equity, and placemaking; and

**WHEREAS**, these grants will provide planning services and implementation funding to ensure effective and efficient development; and

**WHEREAS**, this funding will enable the Village to leverage the economic activity sparked by the Edge development of the Old General Motors site to rebuild the Downtown;

**NOW, THEREFORE BE IT RESOLVED**, that the Board of Trustees supports the Village's grant application and all efforts to revitalize the Village Downtown as defined for the purposes of this grant.

**Moved:** Trustee Connell      **Seconded:** Trustee Leon      **Vote:** 4-0

**Absent:** Trustee Spiro, Trustee Andruss, Trustee Rodriguez



**SLEEPY HOLLOW LOCAL DEVELOPMENT CORPORATION  
28 BEEKMAN AVENUE  
SLEEPY HOLLOW NEW YORK 10591**

September 19, 2022

Mid-Hudson Regional Economic Development Council  
33 Airport Center Drive, #201  
New Windsor, NY 12553

Dear Council Members,


The Sleepy Hollow Local Development Corporation (SHLDC) is a private, not-for-profit corporation established by the Village of Sleepy Hollow in 2014. Key to our mission is the creation and retention of jobs and the promotion of community and economic development initiatives. To that end, the SHLDC will continue to collaborate with and support the Village in its efforts to revitalize and strongly supports the Village's DRI and NY Forward application.

The SHLDC is represented as a stakeholder group on the Village's "local planning committee," established in preparation for the DRI and NY Forward grant application. The SHLDC is committed to working closely with the Village on several of the projects contained in the Village's proposed project list for purposes of this application, including redevelopment of the United Auto Workers building, the Cortlandt Street fire station adaptive reuse, and the redevelopment of the Village's old DPW site on River Street. Further, the SHLDC is in the process of implementing the redevelopment of the East Parcel of the former General Motors assembly plant into a vibrant public recreational and arts space that improves connectivity and circulation, which is adjacent to the Village's selected Focus Area for purposes of this grant. The SHLDC is also working with the Village to ensure that the extension of Sleepy Hollow's main commercial corridor into a new major waterfront development project (The Edge on Hudson, on the West Parcel of the GM site) is populated with shops, cafes, and other opportunities to provide services and create connectivity; and are developing opportunities for workforce housing and key infrastructure improvements that would spur market reaction.

Obtaining DRI or NY Forward funding to bolster the success of recent public and private sector investment and prepare the community for the anticipated influx of over 3,000 residents (in the new Edge development) by implementing catalytic projects that will draw people to the inner-village and support a vibrant public realm is critical to the Village's success.

The Village of Sleepy Hollow has already taken steps to position itself to best capitalize on a DRI or NY Forward award, should it be selected. Most importantly, this community has the vision, unity, commitment, skills, and capacity to implement and support ongoing success. We urge your strongest consideration for the Village of Sleepy Hollow.

Sincerely,

A handwritten signature in dark ink, appearing to read "Michael Dawley", with a long, sweeping horizontal line extending to the right.

Michael Dawley, Chairman



**CHAIR**  
ALCOHOLISM AND SUBSTANCE ABUSE

**COMMITTEES**  
ENERGY AND TELECOMMUNICATIONS  
ENVIRONMENTAL CONSERVATION  
FINANCE  
INSURANCE  
VETERANS, HOMELAND SECURITY AND  
MILITARY AFFAIRS  
WOMEN'S ISSUES

**THE SENATE  
STATE OF NEW YORK**



**PETER B. HARCKHAM**  
SENATOR, 40TH DISTRICT

**ALBANY OFFICE**  
ROOM 812  
LEGISLATIVE OFFICE BUILDING  
ALBANY, NEW YORK 12247  
(518) 455-2340

**WESTCHESTER OFFICE**  
1 PARK PLACE  
SUITE 302  
PEEKSKILL, NEW YORK 10566  
(914) 241-4600

**PUTNAM OFFICE**  
40 GLENEIDA AVENUE  
3RD FLOOR  
CARMEL, NEW YORK 10512  
(845) 225-3025

Mid-Hudson Regional Economic Development Council  
33 Airport Center Drive, #201  
New Windsor, NY 12553

September 19, 2022

Dear Council Members,

Please accept this letter in support of the application submitted by the Village of Sleepy Hollow for the Downtown Revitalization Initiative and New York Forward grant programs.

Poised to build upon the momentum of substantial recent investments by the private and public sector while further leveraging a grant award to develop a vibrant and sustainable downtown economy, the Village of Sleepy Hollow is the Mid-Hudson Region's community with the most potential to achieve the aims of these innovative and transformative programs.

Recently, I have been impressed by the Village's ongoing Sleepy Hollow Pedestrian Improvement Project, which is situated on Route 9 between Philipse Manor's Pierson Avenue, directly across from the entrance to Sleepy Hollow Cemetery and the Old Dutch Church, to Pocantico Street and the entrance to Philipsburg Manor, a Scenic Hudson property. Tourism is a major factor in necessitating this project, as three major historical sites—the Old Mill at Philipsburg Manor, Old Dutch Church and Sleepy Hollow Cemetery—all receive tens of thousands of visitors each year. Additionally, the Route 9 corridor is also the walkway for students attending W.L. Morse Elementary School, Sleepy Hollow Middle School and Sleepy Hollow High School.

Sleepy Hollow has limitless potential to capitalize on its anchor institutions, natural resources, and rich cultural heritage and diversity. The Village has earned confidence from major institutions considering reinvestment. With an infusion of over \$1 billion in private investment, the Village has already embarked on ambitious planning and economic development efforts to attract and retain residents, businesses, and tourists, create jobs, infuse the economy with new capital, preserve ethnic diversity, protect diverse housing opportunity, enhance quality of life, increase mobility, and restore its once vibrant inner-village.

Obtaining DRI or NY Forward funding to bolster the success of recent public and private sector investment and prepare the community for the anticipated influx of over 3,000 residents by implementing catalytic projects that will draw people to the inner-village and support a vibrant public realm is critical to the Village's success.

The Village of Sleepy Hollow has already taken steps to position itself to best capitalize on a DRI or NY Forward award, should it be selected. Most importantly, this community has the vision, unity, commitment, skills, and capacity to implement and support ongoing success. I urge your strongest consideration for the Village of Sleepy Hollow.

Sincerely,

A handwritten signature in black ink, appearing to read "Pete B. Harckham". The signature is fluid and cursive, with the first name "Pete" and last name "Harckham" clearly distinguishable.

Pete Harckham,  
New York State Senator, 40th District



George Latimer  
County Executive

September 21, 2022

Mid-Hudson Regional Economic Development Council  
33 Airport Center Drive, #201  
New Windsor, NY 12553

Dear Council Members,

Please accept this letter in support of the application submitted by the Village of Sleepy Hollow for the Downtown Revitalization Initiative and New York Forward grant programs.

Poised to build upon the momentum of substantial recent investments by the private and public sector and further leverage a grant award to develop a vibrant and sustainable downtown economy, the Village of Sleepy Hollow is the Mid-Hudson Region's community with the most potential to achieve the aims of these innovative and transformative programs.

Sleepy Hollow has limitless potential to capitalize on its anchor institutions, natural resources, and rich cultural heritage and diversity. The Village has earned confidence from major institutions considering reinvestment. With an infusion of over \$1 billion in private investment, the Village has already embarked on ambitious planning and economic development efforts to attract and retain residents, businesses, and tourists, create jobs, infuse the economy with new capital, preserve ethnic diversity, protect diverse housing opportunity, enhance quality of life, increase mobility, and restore its once vibrant inner-village.

Obtaining DRI or NY Forward funding to bolster the success of recent public and private sector investment and prepare the community for the anticipated influx of over 3,000 residents by implementing catalytic projects that will draw people to the inner-village and support a vibrant public realm is critical to the Village's success.

The Village of Sleepy Hollow has already taken steps to position itself to best capitalize on a DRI or NY Forward award, should it be selected. Most importantly, this community has the vision, unity, commitment, skills, and capacity to implement and support ongoing success. I urge your strongest consideration for the Village of Sleepy Hollow.

Sincerely,

A handwritten signature in black ink, appearing to read "George Latimer", written over a light blue horizontal line.

George Latimer  
Westchester County Executive

Office of the County Executive

Michaelian Office Building  
148 Martine Avenue  
White Plains, New York 10601

Email: [CE@westchestergov.com](mailto:CE@westchestergov.com)  
Telephone: (914) 995-2900

[westchestergov.com](http://westchestergov.com)



MARATHON DEVELOPMENT GROUP, LTD.

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901 MAIN STREET, SUITE 300, PEEKSKILL, NY 10566      PHONE: 914-736-7368 FAX: 914-736-7365

September 19, 2022

Mid-Hudson Regional Economic Development Council  
33 Airport Center Drive, #201  
New Windsor, NY 12553

Dear Council Members,

Please accept this letter in support of the application submitted by the Village of Sleepy Hollow for the Downtown Revitalization Initiative and New York Forward grant programs.

Poised to build upon the momentum of substantial recent investments by the private and public sector in the area surrounding the Focus Area and to further leverage a grant award to develop a vibrant and sustainable downtown economy, the Village of Sleepy Hollow is the Mid-Hudson Region's community with the most potential to achieve the aims of these innovative and transformative programs.

As an affordable housing developer based in Westchester County, Marathon Development Group has developed more than 1,000 units of affordable housing in the County, including 165 family apartments in the Village of Sleepy Hollow. Through interactions with our residents, the community at large and local leaders, Marathon is keenly aware of the many positive attributes of the Village as well as its capital needs and has worked with this application team in developing the potential project list that will leverage the DRI or NYF monies to create the maximum benefit for the community and its residents. The Strategic Development Parcels, including one owned by Marathon, provide opportunities for redevelopment as mixed use "green" buildings including workforce housing.

Sleepy Hollow has limitless potential to capitalize on its anchor institutions, natural resources, and rich cultural heritage and diversity. The Village has earned confidence from major institutions

considering reinvestment. With an infusion of over \$1 billion in private investment, the Village has already embarked on ambitious planning and economic development efforts to attract and retain residents, businesses, and tourists, create jobs, infuse the economy with new capital, preserve ethnic diversity, protect diverse housing opportunity, enhance quality of life, increase mobility, and restore its once vibrant inner-village.

Obtaining DRI or NY Forward funding to bolster the success of recent public and private sector investment and prepare the community for the anticipated influx of over 3,000 residents by implementing catalytic projects that will draw people to the inner-village and support a vibrant public realm is critical to the Village's success.

The Village of Sleepy Hollow has already taken steps to position itself to best capitalize on a DRI or NY Forward award, should it be selected. Most importantly, this community has the vision, unity, commitment, skills, and capacity to implement and support ongoing success. I urge your strongest consideration for the Village of Sleepy Hollow.

Sincerely,



Mark Soja  
President

September 19, 2022



**Sleepy Hollow Tarrytown  
Chamber of Commerce**

1 Neperan Road  
Tarrytown, NY 10591  
914.631.1705  
info@sleepyhollowtarrytownchamber.com

***President***

Laura Rey Iannerelli

***Co- Vice Presidents***

Lucia Ballas-Traynor  
Laura Murray-Faggella

***Treasurer***

Andrew Monachelli

***Board of Directors***

Paul Ataide  
Alain Begun  
Julia McCue  
Jessica Mejias  
Ron Pac  
Peter Romano

***Immediate Past President***

Philip Johnson

***Executive Director***

Stephanie Rodnick

Mid-Hudson Regional Economic Development  
Council

33 Airport Center Drive, #201  
New Windsor, NY 12553

Dear Council Members,

Please accept this letter in support of the application submitted by the Village of Sleepy Hollow for the Downtown Revitalization Initiative and New York Forward grant programs from the Sleepy Hollow Tarrytown Chamber of Commerce (the "chamber").

Poised to build upon the momentum of substantial recent investments by the private and public sector and further leverage a grant award to develop a vibrant and sustainable downtown economy, the Village of Sleepy Hollow is the Mid-Hudson Region's community with the most potential to achieve the aims of these innovative and transformative programs.

The chamber supports the following initiatives that the Village of Sleepy Hollow is hoping to achieve with the use of the Downtown Revitalization Initiatives and the NY Forward Grant

**(1) BEEKMAN AVENUE SIDEWALKS AND  
DECORATIVE LIGHTING:**

**(2) PLACEMAKING: INNER VILLAGE  
GATHERING SPACES AND PUBLIC ART**

**(3) STREETScape AND INTERSECTION  
IMPROVEMENTS**

Sleepy Hollow has limitless potential to capitalize on its anchor institutions, natural resources, and rich cultural heritage and diversity. The Village has earned confidence from major institutions considering reinvestment. With an infusion of over \$1 billion in private investment, the Village has already embarked on ambitious planning and economic development efforts to attract and retain residents, businesses, and tourists, create jobs, infuse the economy with new capital, preserve ethnic diversity, protect diverse housing opportunity, enhance quality of life, increase mobility, and restore its once vibrant inner-village.

Obtaining DRI or NY Forward funding to bolster the success of recent public and private sector investment and prepare the community for the anticipated influx of over 3,000 residents by implementing catalytic projects that will draw people to the inner-village and support a vibrant public realm is critical to the Village's success.

The Village of Sleepy Hollow has already taken steps to position itself to best capitalize on a DRI or NY Forward award, should it be selected. Most importantly, this community has the vision, unity, commitment, skills, and capacity to implement and support ongoing success. I urge your strongest consideration for the Village of Sleepy Hollow.

Sincerely,

Laura Rey Iannerelli, President and Stephanie Rodnick,  
Executive Director



September 19, 2022

Mid-Hudson Regional Economic Development Council  
33 Airport Center Drive, #201  
New Windsor, NY 12553

Dear Council Members,

Please accept this letter in support of the application submitted by the Village of Sleepy Hollow for the Downtown Revitalization Initiative and New York Forward grant programs.

Poised to build upon the momentum of substantial recent investments by the private and public sector and further leverage a grant award to develop a vibrant and sustainable downtown economy, the Village of Sleepy Hollow is the Mid-Hudson Region's community with the most potential to achieve the aims of these innovative and transformative programs.

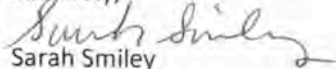
I live in Sleepy Hollow and co-coordinate the task force that is working with Village officials to achieve certification within the DEC's Climate Smart Communities program; Sleepy Hollow is already Bronze certified and is working toward Silver certification. We are doing this by taking actions to reduce greenhouse gas emissions and transition our community to clean energy. These efforts go hand in hand with downtown revitalization, because they will help foster a vibrant, sustainable community. The Village has conducted greenhouse gas inventories of government operations and the community and was awarded a state grant to conduct a Climate Action Plan, which will create a framework for reducing emissions, measuring progress, and increasing climate resiliency. The Village Board of Trustees has committed to prioritizing non-fossil fuel heating technologies and installing solar in government owned facilities and will be converting its streetlights to LED's. DRI or NY Forward funding presents an opportunity to extend those sustainability goals into redevelopment projects, which would enhance the benefit of those projects to the community. Other proposed projects help advance the Village's climate goals by making the Village a safer, more appealing place to enjoy on foot or bike, and preserving health and resiliency through water infrastructure improvements.

Sleepy Hollow has limitless potential to capitalize on its anchor institutions, natural resources, and rich cultural heritage and diversity. The Village has earned confidence from major institutions considering reinvestment. With an infusion of over \$1 billion in private investment, the Village has already embarked on ambitious planning and economic development efforts to attract and retain residents, businesses, and tourists, create jobs, infuse the economy with new capital, preserve ethnic diversity, protect diverse housing opportunity, enhance quality of life, increase mobility, and restore its once vibrant inner-village.

Obtaining DRI or NY Forward funding to bolster the success of recent public and private sector investment and prepare the community for the anticipated influx of over 3,000 residents by implementing catalytic projects that will draw people to the inner-village and support a vibrant public realm is critical to the Village's success.

The Village of Sleepy Hollow has already taken steps to position itself to best capitalize on a DRI or NY Forward award, should it be selected. Most importantly, this community has the vision, unity, commitment, skills, and capacity to implement and support ongoing success. I urge your strongest consideration for the Village of Sleepy Hollow.

Sincerely,



Sarah Smiley

Sleepy Hollow Climate Smart Communities Task Force



## *Public Schools of the Tarrytowns*

**ADMINISTRATIVE OFFICES** 200 North Broadway • Sleepy Hollow, New York 10591 914-332-6283 Fax

|  |  |  |   |
|--|--|--|---|
| <b>Christopher Borsari</b><br><i>Superintendent of Schools</i><br><br>914-631-9404<br><a href="mailto:cborsari@tufsd.org">cborsari@tufsd.org</a> | <b>Scott R. Dorn</b><br><i>Assistant Superintendent<br/>for Pupil Services</i><br><br>914-332-6253<br><a href="mailto:sdorn@tufsd.org">sdorn@tufsd.org</a> | <b>Felipe Orozco</b><br><i>Assistant Superintendent<br/>for Curriculum, Instruction<br/>and Equity</i><br>914-333-5991<br><a href="mailto:forozco@tufsd.org">forozco@tufsd.org</a> | <b>Brian S. Fried</b><br><i>Assistant Superintendent<br/>for Business</i><br><br>914-631-9404<br><a href="mailto:bfried@tufsd.org">bfried@tufsd.org</a> |
|--|--|--|---|

September 19, 2022

Mid-Hudson Regional Economic Development Council  
33 Airport Center Drive, #201  
New Windsor, NY 12553

Dear Council Members,

Please accept this letter in support of the application submitted by the Village of Sleepy Hollow for the Downtown Revitalization Initiative and New York Forward grant programs.

Poised to build upon the momentum of substantial recent investments by the private and public sector and further leverage a grant award to develop a vibrant and sustainable downtown economy, the Village of Sleepy Hollow is the Mid-Hudson Region's community with the most potential to achieve the aims of these innovative and transformative programs.

Sleepy Hollow has limitless potential to capitalize on its anchor institutions, natural resources, and rich cultural heritage and diversity. The Village has earned confidence from major institutions considering reinvestment. With an infusion of over \$1 billion in private investment, the Village has already embarked on ambitious planning and economic development efforts to attract and retain residents, businesses, and tourists, create jobs, infuse the economy with new capital, preserve ethnic diversity, protect diverse housing opportunity, enhance quality of life, increase mobility, and restore its once vibrant inner-village.

Obtaining DRI or NY Forward funding to bolster the success of recent public and private sector investment and prepare the community for the anticipated influx of over 3,000 residents by implementing catalytic projects that will draw people to the inner-village and support a vibrant public realm is critical to the Village's success.

The Village of Sleepy Hollow has already taken steps to position itself to best capitalize on a DRI or NY Forward award, should it be selected. Most importantly, this community has the vision, unity, commitment, skills, and capacity to implement and support ongoing success. I urge your strongest consideration for the Village of Sleepy Hollow.

Sincerely,

Christopher Borsari



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September 19, 2022

Mid-Hudson Regional Economic Development Council  
33 Airport Center Drive, #201  
New Windsor, NY 12553

Dear Council Members,

Please accept this letter in support of the application submitted by the Village of Sleepy Hollow for the Downtown Revitalization Initiative and New York Forward grant programs.

Poised to build upon the momentum of substantial recent investments by the private and public sector and further leverage a grant award to develop a vibrant and sustainable downtown economy, the Village of Sleepy Hollow is the Mid-Hudson Region's community with the most potential to achieve the aims of these innovative and transformative programs.

As a business owner and member of the Latino community, I support this application because I recognize these resources will galvanize sustainable economic growth by bringing new mobility, jobs, opportunity, and prosperity to the people of Sleepy Hollow. For example, improving pedestrian and cyclist access and transit-focused investments will help renew our efforts to build a thriving business area by enhancing the range of retail and service offerings available to all in the region.

Sleepy Hollow has limitless potential to capitalize on its anchor institutions, natural resources, and rich cultural heritage and diversity. The Village has earned confidence from major institutions considering reinvestment. With an infusion of over \$1 billion in private investment, the Village has already embarked on ambitious planning and economic development efforts to attract and retain residents, businesses, and tourists, create jobs, infuse the economy with new capital, preserve ethnic diversity, protect diverse housing opportunity, enhance quality of life, increase mobility, and restore its once vibrant inner-village.

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Sincerely,

Jessica Mejias  
Los Andes Bakery



*One Mission, One Purpose, One People...Fulfilling the Vision*

September 19, 2022

Mid-Hudson Regional Economic Development Council  
33 Airport Center Drive, #201  
New Windsor, NY 12553

Dear Council Members,

Please accept this letter in support of the application submitted by the Village of Sleepy Hollow for the Downtown Revitalization Initiative and New York Forward grant programs.

Poised to build upon the momentum of substantial recent investments by the private and public sector and further leverage a grant award to develop a vibrant and sustainable downtown economy, the Village of Sleepy Hollow is the Mid-Hudson Region's community with the most potential to achieve the aims of these innovative and transformative programs.

Rock of Salvation Church has been serving the community of Sleepy Hollow for over sixty-four years. Our main location since 1993 has been 131 Cortlandt Street in the heart of the low- and moderate-income inner village. We provide an atmosphere of worship, positive and encouraging messages and Biblical instructions in our Judeo-Christian beliefs. We celebrate a growing multicultural congregation of approximately 350 active members. We offer programs for individuals of all ages; Weekly one-hour Bilingual Sunday School instruction for ages nursery to adults; Thursdays we have a boys and girls club that meets for about an hour (receiving instructions, learning pledges, mottos, and life lessons); we have Youth Night on Fridays; Nursery and Children's Church and so much more; there is something for everyone. Annually we host Vacation Bible School and Rock da Park our two biggest outreach events. We have seen over 250 children pass thru our church on a given night during Vacation Bible School; they enjoy crafts, snacks, theater, games, experiments, music, and a lesson). We enjoy being witnesses to our local area and look forward to its continuous growth and development that will draw others here and provide more opportunity for us to share our offerings.

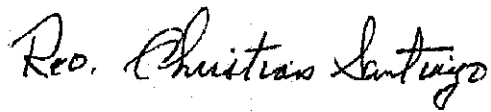
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Sincerely,

A handwritten signature in cursive script that reads "Rev. Dr. Christian Santiago". The signature is written in dark ink and is positioned above the printed name.

Rev. Dr. Christian Santiago  
Pastor



September 19, 2022

Mid-Hudson Regional Economic Development Council  
33 Airport Center Drive, #201  
New Windsor, NY 12553

Dear Council Members,

Please accept this letter in support of the application submitted by the Village of Sleepy Hollow for the Downtown Revitalization Initiative and New York Forward grant programs.

Poised to build upon the momentum of substantial recent investments by the private and public sector and further leverage a grant award to develop a vibrant and sustainable downtown economy, the Village of Sleepy Hollow is the Mid-Hudson Region's community with the most potential to achieve the aims of these innovative and transformative programs.

The Sleepy Hollow Manor Association, which represents 186 households of active and involved residents, strongly supports the Village of Sleepy Hollow's application for these grants. Our neighborhood is adjacent to the inner-village; benefits to the referenced area increase the quality of life for us as well.

Sleepy Hollow has limitless potential to capitalize on its anchor institutions, natural resources, and rich cultural heritage and diversity. The Village has earned confidence from major institutions considering reinvestment. With an infusion of over \$1 billion in private investment, the Village has already embarked on ambitious planning and economic development efforts to attract and retain residents, businesses, and tourists, create jobs, infuse the economy with new capital, preserve ethnic diversity, protect diverse housing opportunity, enhance quality of life, increase mobility, and restore its once vibrant inner-village.

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Sincerely,

Jay Schulz  
President, Sleepy Hollow Manor Association